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IAC-D-82/8
24 June 1958

UNITED STATES INFORMATION AGENCY
Washington

June 6, 1958

MEMORANDUM FOR : Chairman, Intelligence Advisory Committee
SUBJECT : Radio Listening and Psychological Climate

The Voice of America urgently needs, on a continuing basis, measurements of effectiveness of its programs beamed to peoples behind the curtain. USIA's Office of Research and Intelligence is making a systematic effort to help develop this type information.

Some assistance has been and is being rendered to meet these requirements, and results are gratifying. Cooperation from the IDC has been excellent. A void does exist, however, in our knowledge of Voice audiences in the various curtain areas--especially the Far East--and the Agency would appreciate a higher priority being given to collection of this information from all sources.

We are now in the process of preparing new requirements to be submitted to members of the Intelligence Community. In recognition of your responsibility for establishing roles and missions within the community, of establishing priorities for intelligence collection, and for estimating the course of events, we solicit your cooperation when the above-cited requirements are delivered.

While we realize, of course, that certain intelligence data vital to the security of the U.S. necessarily take priority, at the same time we believe our effort constitutes an integral part of this security and should therefore be given renewed consideration by the

IAC.
State Dept. declassification & release instructions on file

/s/
S. I. Nadler, Director
Office of Research and
Intelligence

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